



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

August 30, 2021

Rebekah Baska  
Registration Specialist  
S.C. Johnson and Son, Inc.  
1525 Howe Street, M.S. 149  
Racine, WI 53403

Subject: PRIA Label Amendment – Label Amendment Requiring Data Review; Inclusion on List N  
Product Name: Seltzer  
EPA Registration Number: 4822-617  
Received Date: April 9, 2021  
Action Case Number: 00297774

Dear Rebekah Baska:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

Page 2 of 2  
EPA Reg. No. 4822-617  
Action Case No. 00297774

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Jack Hall by phone at 703-347-8647, or via email at [hall.john.j@epa.gov](mailto:hall.john.j@epa.gov).

Sincerely,

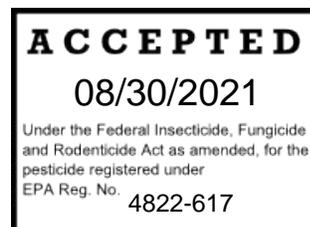
A handwritten signature in black ink that reads "Steven Snyderman". The signature is written in a cursive style with a horizontal line underneath the name.

Steven Snyderman, Product Manager 33  
Regulatory Management Branch II  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: Stamped Label

**EPA MASTER LABEL**

Seltzer



Alternate Brand Names:

Scrubbing Bubbles Bubbly Bleach Gel Toilet Bowl Disinfectant  
Scrubbing Bubbles Bubbly Bleach Gel Toilet Bowl Disinfectant Cleaner

ACTIVE INGREDIENTS:

Sodium Hypochlorite:..... 2.4%

OTHER INGREDIENTS: ..... 97.6%

TOTAL:..... 100.0%

KEEP OUT OF REACH OF CHILDREN

DANGER: [Note to Reviewer: In accordance with 40 CFR 156.68(d), all first aid statements, as prescribed, will appear on the front panel of the product label.]

See (back) (inside) (panel for) additional precautionary statements (and complete use instructions) on back

Net Contents XX

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

1. Lift the toilet seat
2. To remove the cap, squeeze the two side textured surfaces and unscrew completely.
3. (Add) (Direct) 10 ounces of liquid gel (product) under the rim and squeeze evenly around the bowl.
4. TO DISINFECT AND CLEAN: Allow to sit for at least 10 minutes.
5. Brush the entire bowl, then flush.
6. To close cap, turn to secure tightly until an audible click is heard.

**STORAGE AND DISPOSAL**

PESTICIDE STORAGE: Protect from freezing. Store in a cool, dry place that is inaccessible to children and pets.

CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Wrap container and put in trash or offer for recycling if available. If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

DANGER: Corrosive. Causes skin burns and irreversible eye damage. Do not get on skin, in eyes or on clothing. Wear goggles, face shield or safety glasses. Wear long-sleeved shirt and long pants, socks, shoes, and waterproof or chemical-resistant gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using restroom. Remove and wash contaminated clothing before reuse.

EPA Reg. No. 4822-617

Seltzer  
REB/DWH

[Information in brackets is notes to Reviewer]  
(Information in parenthesis is optional language)

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

#### **FIRST AID**

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. For additional information on this product including health concerns, medical emergencies or pesticide incidents, you may call 1-800-558-5252. You may also contact the poison control center at 1-800-222-1222 for emergency medical treatment information.

#### **PHYSICAL OR CHEMICAL HAZARDS**

Combustible. Do not store near heat or open flame. Do not use or store near any oxidizing or reducing agents. Never use or mix with other household cleaners as hazardous fumes may result.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

Sold by: ©[year] S.C. Johnson & Son, Inc., Racine, WI 53403-2236

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EPA Reg. No. 4822-617

EPA Est. No.

[website may be listed]

#### **[Optional Marketing Claims]**

[Note to Reviewer: "And" or "&" can be used interchangeably in the marketing sentences. Sentences may be joined using the word "and" or "or" or comma's. Exclamation marks may be used for emphasis. All claims containing the word "new" or "improved" will only be used for 6 months after the first retail production.]

[Note to reviewer: **Type** claims may be qualified by using the **Name** from the following list:]

Type	Name	ATCC
Bacteria	<i>Staphylococcus aureus</i> (Staph)	ATCC 6538
	<i>Salmonella enterica</i> (Salmonella)	ATCC 10708
	<i>Pseudomonas aeruginosa</i> (Pseudomonas)	ATCC 15442
	<i>Enterobacter aerogenes</i>	ATCC 13048
	<i>Escherichia coli</i> O157:H7 (E. coli)	ATCC 35150
	Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA)	ATCC 33592
	<i>Enterococcus faecalis</i>	ATCC 29212
	<i>Proteus mirabilis</i>	ATCC 9240
	<i>Shigella flexneri</i> Serotype 1B	ATCC 9380
Viruses	Herpes Simplex Virus Type 1	ATCC VR-733
	Herpes Simplex Virus Type 2	ATCC VR-734
	Influenza A (H1N1) Virus (Influenza) (Flu)	ATCC VR-1469
	Rotavirus (Strain WA)	ATCC VR-2018
	SARS-CoV-2 (2019 Novel Coronavirus)	USA-WA1/2020
Fungi (Fungistat)	<i>Aspergillus niger</i>	ATCC 6275
Fungi (Fungicide)	<i>Trichophyton interdigitale</i> (formerly <i>mentagrophytes</i> )	ATCC 9533

[Note to Reviewer: Footnotes for symbols mentioned in label.]

\* (Bacteria)(10 minute contact time for disinfection)(: ) (*Staphylococcus aureus* (Staph) (ATCC 6538) ), (*Salmonella enterica* (Salmonella) (ATCC 10708) ), (*Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442) ), (*Enterobacter aerogenes* (ATCC 13048) ), (*Escherichia coli* 0157:H7 (E. coli) (ATCC 35150) ), (Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592) ), (*Enterococcus faecalis* (ATCC 29212) ), (*Proteus mirabilis* (ATCC 9240), (*Shigella flexneri* Serotype 1B (ATCC 9380) ) on hard non-porous surfaces

^(Viruses)(10 minute contact time for disinfection)(: ) Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Rotavirus (Strain WA) (R-2018), SARS-CoV-2 (Strain USA-WA1/2020) on hard non-porous surfaces

‡ (Germs)(10 minute contact time for disinfection)(: ) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA), SARS-CoV-2 (Strain USA-WA1/2020) on hard non-porous surfaces

<sup>(∞)</sup>(Fungi)(: ) (*Trichophyton interdigitale*) (ATCC 9533), (*Aspergillus niger*) (ATCC 6275)

{Note to Reviewer: These statements for claims against large, non-enveloped viruses, shall not appear on marketed (final print) labels.}

## EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped viruses

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus

**[Product name]** has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

**[Name of illness/outbreak]** is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

## Disinfecting claims:

- Antibacterial\* (Disinfecting) (Action) formula
- Antimicrobial (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal<sup>‡</sup>) (Virucidal<sup>^</sup>) (Fungicidal<sup>∞</sup>)
- Bacteria-fighting\* (germ-fighting<sup>‡</sup>) (Virus-fighting<sup>^</sup>) Formula
- Cleans (Brightens) (Deodorizes) (Disinfects) with bleach
- Destroys (Powers Through) (Removes) (Eliminates) mold stains (and) (&) mildew stains
- Disinfects (Deodorizes) (against odor-causing) (bacteria\*) (germs<sup>‡</sup>)
- Get (Make) your toilet clean with Scrubbing Bubbles<sup>®</sup> Bubbly Bleach Gel Toilet Bowl (Cleaner) (Disinfectant), and keep it fresh (clean) with Scrubbing Bubbles<sup>®</sup> Toilet (Cleaning) (Fresh) Fresh Gel (Stamp)
- Helps Prevent (Controls) (Inhibits) Mold & Mildew
- Kills 99.9% of bacteria\*, virus<sup>^</sup> and mold fungi<sup>∞</sup>
- A bleach product for toilet cleaning and disinfecting
- Bleach disinfects and whitens your toilet bowl
- Bleach Toilet Disinfectant (Cleaner)
- Brightens as it cleans (disinfects)
- Cleans (disinfects) above and below the waterline
- Cleans as it disinfects
- Disinfecting Bleach
- Disinfects (cleans) toilet (bowl) surfaces
- Disinfects (cleans) your toilet (bowl)
- Disinfects against (Kills) toilet bacteria\* (germs<sup>‡</sup>)
- Disinfects and deodorizes by killing (toilet) germs<sup>‡</sup> and controlling their odors
- Disinfects and deodorizes by killing bathroom germs<sup>‡</sup>
- Disinfects in hard to reach areas (like) (under the rim) (into the 'S' bend)
- Disinfects toilets (bidets) (urinals)
- Disinfects under the rim
- Disinfects surfaces by killing (99.9%) (SARS-Related Coronavirus 2) (SARS-CoV-2) (COVID-19 virus) (2019 Novel Coronavirus) on hard non-porous surfaces
- Easily and effectively disinfects toilet bowls (urinals)
- (Effective against) (disinfects) (kills) (99.9%) (SARS-CoV-2) (2019 Novel Coronavirus) (COVID-19 virus) on hard non-porous surfaces
- (Effective against) (disinfects) (kills) (99.9%) SARS-CoV-2 virus, (the cause of COVID-19) on hard non-porous surfaces
- Great for everyday cleaning (deodorizing) (disinfecting) (Home) disinfectant toilet bowl cleaner
- Kills (99.9% of) viruses<sup>^</sup> and bacteria\*
- Kills (the) most germs<sup>‡</sup>
- Kills bacteria\*
- Kills germs<sup>‡</sup>
- Kills 99.9% of (household) bacteria\* (germs<sup>‡</sup>) (with bleach) on hard non-porous surfaces
- Kills 99.9% of bacteria\*, virus<sup>^</sup> and mold fungi<sup>∞</sup>
- Kills Mold & Mildew
- Kills (odor-causing) bacteria\*
- Kills the bacteria\* that cause bad odors

[Information in brackets is notes to Reviewer]  
(Information in parenthesis is optional language)

- Kills the virus<sup>(o)</sup> that can cause COVID-19 on hard non-porous surfaces °SARS-CoV-2
- Kills 99.9% of viruses^ including (SARS-CoV-2) (2019 Novel Coronavirus) (COVID-19 virus) on hard non-porous surfaces
- Kills viruses^ including (SARS-CoV-2) (2019 Novel Coronavirus) (COVID-19 virus) on hard non-porous surfaces
- Kills viruses^ including SARS-CoV-2 which may cause COVID-19 disease on hard non-porous surfaces
- Kills SARS-CoV-2 on hard, non-porous surfaces (in 10 minutes) on hard non-porous surfaces
- Kills (SARS-CoV-2) (2019 Novel Coronavirus) (COVID-19 virus) on hard non-porous surfaces
- Kills SARS-CoV-2 which may cause COVID-19 on hard non-porous surfaces
- Kills (eliminates) 99.9% (SARS-Related Coronavirus 2) (SARS-CoV-2) (2019 Novel Coronavirus) (COVID-19 virus) on hard non-porous surfaces
- Leaves toilet sparkling clean and disinfected
- (Now) (tested) (and) (proven) (effective) to kill (the) (COVID-19 virus) (SARS-CoV-2) (2019 Novel Coronavirus) on hard non-porous surfaces
- (Now) (tested) (and) (proven) (effective) against (the) (COVID-19 virus) (SARS-CoV-2) (2019 Novel Coronavirus) on hard non-porous surfaces
- (Now) (tested) (and) (proven) (effective) to help reduce the spread of (the) (COVID-19 virus) (SARS-CoV-2) (2019 Novel Coronavirus) on hard non-porous surfaces
- Reaches hidden germs<sup>+</sup> and grime under the rim on hard non-porous surfaces
- Removes Odors by killing odor-causing bacteria\*

**Cleaning Claims:**

- Deodorizes and has (leaves) a clean (fresh) scent (fragrance)
- (Has the) (Cleaning) Power of Bleach
- Keeps (Leaves) the (your) toilet (bowl) bleach-clean
- (Manual) (Bleach) Toilet Bowl Cleaner
- (The new) Scrubbing Bubbles Foaming Bleach Gel Toilet (Bowl) Cleaner combines the power of bleach and the cleaning action of foaming bubbles in just one product
- Active Foam (Bubbles) (Cleans) (Freshens)
- An effective cleaner for use in the toilet
- Basic Bleach meets hardworking bubbles
- Brightens (Whitens) (as it cleans) (your Bowl)
- Brightens (whitens) and removes (dirt) stains
- Cleaning Foam (Bubbles)
- Cleans (deodorizes) (and freshens) (your toilet bowl) (with the power of bleach)
- Cleans and deodorizes the toilet bowl
- Contains (a powerful) cleaner(s) (plus bleach)
- Designed to clean under the rim
- Effectiveness of bleach with a clean, fresh scent
- Foams and Freshens
- For a (super) (thoroughly) clean (bright) (shiny) (white) toilet bowl (surface)
- For a hardworking bleach clean
- Freshens (toilet bowl)
- Hard working bubbles lift away dirt and grime as you brush
- Helps keep the (your) toilet (bowl) fresh and clean
- Leaves the (your) Toilet (bowl) (sparkling) clean (sanitary)
- Leaves a sanitary clean and fresh toilet
- Make (Get) it Clean, keep it Fresh (Clean)
- Specially designed neck makes it easy to clean under the rim
- The power of bleach (+) (plus) foam smells like (a Rainshower) (Citrus) (Lavender)
- Whitening Bleach
- Whitens (with the power of bleach)
- You can get it clean with (New) (Scrubbing Bubbles®) Bubbly Bleach, and keep it fresh with (Scrubbing Bubbles®) (Toilet) (Fresh) Gel

**Miscellaneous Marketing claims:**

- Easy (Extended) Reach Neck (for) (Under the Rim)
- We work hard so you don't have to (TM or ®)
- See the Foam. Smell the Difference
- Complete (full) (total) toilet bowl coverage
- Easy to use
- Fresh (Lavender) (Rainshower) (Tropical Sunshine) ) (Citrus) Scent
- Floral Fusion
- Tropical Sunshine
- Fierce Fresh
- (Dazzling Petals)

- Lavender
- Citrus
- Rainshower
- Pleasant Fragrance
- Thick (Gel) Formula
- Will not harm (safe for) plumbing or septic systems
- Coats the entire bowl
- (Easy to) (Easily) reach under the rim
- Value (bonus) Pack
- Twin (2) Pack
- Triple (3) Pack
- X Uses (per) (pack) (bottle)
- S.C. Johnson (& Son) (A Family Company) (At Work for a Better World) (Wax)(since 1886) (Fisk Johnson [signature])
- Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions
- Peel (remove) (tear) label (sticker) (coupon) (here) for complete use directions and precautionary statements
- Peel (remove) (tear) label (sticker) (coupon) (here) before use

## Graphics



[Information in brackets is notes to Reviewer]  
(Information in parenthesis is optional language)

